

Michael Evans

Summary

Nearly 20 years of experience leading cross-functional teams to design and launch retail, commerce, and enterprise technology systems. Proven track record in building point-of-sale, loyalty, eCommerce, and backend platforms that improve customer experience and drive measurable revenue growth.

Award winning pioneer in emerging technologies with roots & expertise in data analysis, technology, customer acquisition, retention & commerce.

Known for driving innovative & customer-focused product growth:

- Built and launched Casa Bonita's new restaurant management, reservation, loyalty, and marketing platform — now with 300k+ club members accounting for 80% of bookings, and an 85% reservation utilization rate. (2023–24)
- Founded a company that shipped an award-winning, wellness focused attention-reducing Android launcher; grew to 500k+ organic installs through ASO, with sustained high user ratings. (Before Labs, 2018–21)
- Led Target's initial digital instore strategy, which proposed extending their aisles via QR codes, and making their team members app more helpful with pertinent contextual information. (2012)
- Developed the MVP of a care tracking medical application that utilizes AI to convert PDFs into actionable care plans. (2025)
- Led strategy, design, and development for VirginAmerica.com, resulting in a 15% conversion lift over three years and influencing Alaska Airlines' digital evolution. (2014–17)
- Helped grow Work & Co from 11 employees in one office to 400+ across three offices, while scaling product and design disciplines. (2013–18)

Experience

Product Management Consultant MEvans LLC | May 2025 – Current

- Developed the eCommerce roadmap, and product strategy for Scotts Miracle Gro's potential new web experience, ensuring an experience that works in store and across digital touch-points.
- Designed and developed the MVP for a care tracking application which should the improve post operative experience for the app's patients.

Director of Product

Raw Materials | September 2022 – April 2025

- Developed the strategy and managed a team to position Peacock as a streaming platform for international content providers. Three providers are set to launch on the platform in 2025.
- Designed and developed an assortment of A/B Tests for Peddle, including a top of the funnel update that improved conversion by 5%.
- Directed the product strategy for the redesign and re-platforming of Peddle.com, resulting in a post-launch conversion rate increase of over 10%.

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- Led the Raw Materials Data and Insights team at Peddle, facilitating the transition from a siloed data environment based on GA3 to a holistic Snowplow, Snowflake & GA4 implementation. Post-launch dashboards provided data insights across the organization's marketplace and operation.
- Designed and tested a pager system for Casa Bonita guests, enabling them to enjoy entertainment before their reservation. This strategy enhances guest experience and ensures the restaurant feels vibrant upon opening.
- Conducted research, crafted the product strategy, and led the team that designed and launched The Founders Club for Casa Bonita, achieving over 250k sign-ups within 6 hours.
- Utilized user research insights to design wireframes for Casa Bonita's initial and future website and digital Founders Club experience. Casa Bonita has consistently been fully booked since opening.

Strategy Director, Product

Elephant | Dec 2021 – September 2022

- Developed product and experience strategies for a Fortune 100 energy company's digital ecosystem, including a three-year roadmap for a comprehensive website re-platform meant to improve customer's perception of its more innovative technologies.

Consultant, Product Management & Strategy

Dec 2020 – Nov 2021

- Conducted research, defined strategy, and led the design and development for TeachingBooks.net, achieving an 18% improvement in user engagement.
- Created the brand strategy for Opal Creek Consulting. Over 2m in revenue in their first year.
- Performed research, crafted strategy, and designed the UX for PlantYourCode.com, an Atlassian recruiting tool, surpassing the previous campaign's engagement by over 75%.

Founder, Head of Product & CEO

Before Labs | August 2018 - April 2021

- Decreased daily phone usage by 40% compared to iOS and stock Android with a novel notification prioritization system to reduce distractions.
- Conducted beta testing to refine app functionality, develop an effective onboarding process, and strategically determine paywalled features.
- Developed an SEM strategy targeting and testing winnable search terms and comparable apps, resulting in 200k organic installs within 1.5 years and a 4.7/5 user rating.
- Sold Before Launcher to a private development team; the product remains in active development.

Senior Director, Product Management

Work & Company | September 2013 - May 2018

- Designed and implemented training and methodology for research, analysis, and strategy development for the Product Management team, with mentees particularly benefiting from analytics training.
- Designed and developed deals page AB tests for Virgin America that improved conversion from their deals page by 5%.
- Led the strategy, design, and ongoing development of VirginAmerica.com, driving a 15% improvement in booking conversion over three years.

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- Developed Virgin America's first mobile app, including integrated booking, payment and loyalty systems.
- Directed the strategy, research, design, and front-end development of the new Aesop.com, increasing global conversion rates by 8%.
- Achieved a 7% performance improvement leading a driver acquisition A/B test I designed on Lyft.com.
- Opened the Work & Co Portland office as Acting Managing Director, scaling the team from 2 to 60 in office employees.
- Founded and established the Product Management discipline at Work & Co on the West Coast, overseeing the hiring, coaching, and management of 9 team members.

Sr. Producer

Odopod | October 2012 - September 2013

- Led the design and development of Leapfrog's first parent app, showcasing how children learn and engage with their products.
- Produced a digital campaign for Sony Audio, including a website launch and a video photoshoot to enhance brand visibility and engagement.
- Led the strategy and design of Hennessy's first mobile application for vendors, streamlining product tracking and ordering processes, improving vendor relationships, and enabling frictionless transactions.

Digital Product Consultant

MLB Advanced Media | June 2012 - October 2012

- Developed the proof of concept for Sony's Vue, a pioneering over-the-top cable product that redefined content streaming and delivery.

Sr. Project Manager

Huge | December 2008 – June 2012

- Directed the Huge eCommerce re-platforming program for Target, encompassing strategy and design; the project became the company's most profitable account that year.
- Led design, research, and usability testing for the SoftCard payment application, launched in early 2013 and later acquired by Google; the innovative payment design earned two patents.
- Spearheaded the redesign and front-end development of the United Nations Development Programme platform, pioneering the use of responsive design for web pages.
- Acted as Product Owner for the National Association of Realtors' Houselogic.com, NAR's first digital product designed specifically for homeowners.

Solutions Architect

Demand Solutions Group | January 2006 – October 2008

- Designed and implemented a Netsuite ERP system for Ingres, reducing manual order entry time by 30%.
- Managed and developed a CRM Salesforce-based project management & sales tracking system for Rambus, streamlining processes and eliminating friction in key parts of their product & sales workflow.

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Education **University of Colorado, Boulder, CO: Bachelor of Arts**

Awards **Before Launcher:** Included in Fast Company's best apps of 2019 list
Virginamerica.com & App: UX Awards, Cannes Lions, CES, Webby's, Pixel & more
Aesop.com: How Design

Tools **Retail, POS & ERP Systems:** SevenRooms, OpenTable, Netsuite, Oracle
Commerce & Platforms: Shopify, Salesforce Commerce, BigCommerce, WooCommerce, Magento, Hybris, WordPress, Drupal, Sanity, Django
Analytics & Data: Google Analytics 4, SQL, BigQuery, Snowflake, Adobe Analytics, Looker Studio, Google Tag Manager, Data Dashboards & Reporting
Product & Delivery Tools: JIRA, Asana, Trello, Notion, Google Workspace, MS Office, Keynote, OmniPlan, MS Project
CRM & Marketing: Salesforce, HubSpot, Sugar, Klaviyo, Mailchimp
Technology & Development: APIs (REST, GraphQL), Java, Node.js, React, CMS Management, API Development
Product Management & Leadership: Roadmapping, Product Strategy, Requirements Gathering, Go-to-Market, Agile / SAFe / Kanban / Waterfall, Wireframes & Prototypes, Cross-Functional Team Leadership, Budgeting & P&L Management, Risk & Operations Management

Skills B2B - D2C - B2C - B2B2C - SAAS - PRODUCT MANAGEMENT - PRODUCT MARKETING - PRODUCT STRATEGY - GO TO MARKET - REQUIREMENTS GATHERING - HOSPITALITY - TRAVEL - ECOMMERCE, MARKETPLACES - MOBILE APPLICATIONS - PRODUCT DESIGN - USER EXPERIENCE - USER JOURNEYS - USER RESEARCH - STRATEGIC LEADERSHIP - ROADMAPS - PROGRAM MANAGEMENT - LOYALTY, AGILE - SAFe - KANBAN - WATERFALL - MARKETING - PRODUCT INNOVATION - WIREFRAMES AND PROTOTYPES - ANALYTICS - CROSS FUNCTIONAL TEAM BUILDING & MANAGEMENT - OPERATIONS & PROCESS IMPROVEMENT - BUSINESS DEVELOPMENT - BUDGETING - P&L MANAGEMENT - RELATIONSHIP MANAGEMENT - RISK MANAGEMENT - COST REDUCTION - MEDIA - ADVERTISING - CMS DEVELOPMENT - APIs - GRAPHQL - REST - ERP - 3PLs - AI - ML

Clients / Products Aesop, Atlassian, Alaska Airlines, Astral, Broadway.com, Before Launcher, Casa Bonita, Fox, Gatorade, Gitlab, Hennessy, HouseLogic, Leapfrog, Lyft, Marriott, MLB, National Association of Realtors, NetApp, Peacock, Peddle, PlayStation, Rambus, SoftCard, Sony, Symantec, Target, TeachingBooks, YouTube, Virgin America, UNDP